

# THE PORTER AUTHORITY

# SCANNER

Trends, news, jobs & tools at the intersection of business functions. This issue focuses on IT & HR, with a bit of Communication, Branding & Culture. August 2015

## A FEW NUMBERS

Rank of IT Services on Inc. 5000 most profitable industries list: **2**. Rank of HR Services: **6**. Adoption rate for most HR systems: **45%**. Percent of workforce comprised of people +55 by 2020: **25%**. Percent who plan to delay retirement: **33%**. Percent of new hires at risk after first year: **39%**.

## A FEW JOBS

**CTO** - Sundance Vacations

**CHRO** - Bemidji State University

**VP**, Business Systems - Lithium

**VP**, People - Dataminr

**VP**, HR - Follett Corporate

**VP**, HR - Boelter

**VP**, Communications - Change.org

**VP**, Enterprise BI - Bluestem

**VP**, Brand Partnerships - POPSUGAR

**VP**, Corporate Communications - Hulu

**VP**, Asset Mgmt - GGP

**Managing Director** - Motista

## POV: WHAT'S CHANGING NOW & HOW TO DEAL WITH IT

If your company hasn't yet embraced change, then you better get on it! Here are some factors driving change now, as well as ways to make the most of it.

### Overlapping Functions = Hybrid Leaders

As functional demands overlap and merge, hybrid leaders are in demand: people with a **high EQ**, multi-functional and prioritization skills (i.e., Business Leaders need to know Technology & vice versa). Promote a learning culture to help leaders operate outside their comfort zones.

### Increasing Complexity = Hybrid Systems

The need for flexibility in an increasingly complex world means ERP systems are being replaced at a **skyrocketing** rate with legacy and cloud technology hybrids. The good news: these scale and save money.

### Culture Clash = Hybrid Environment

By 2020, **five** generations will be working together as boomers shy away from retirement. Help your organization embrace culture shifts with a formal, overt plan.

## 5 WAYS TO ADAPT, DRIVE & LEVERAGE CHANGE



### Do the Research

First, get a qualitative assessment of current and desired state to identify gaps and needed behavioral changes and priorities by function.



### Make a Plan

A purposeful, realistic change plan will help you stay on track. Clarify the overarching vision, and map evolution tactics over time.



### Reinforce with Communication

Each function, especially the CHRO and CIO, should have ongoing communication plans and ways to track progress and hiccups.



### Use Evidence-Based HR

Evidence-based HR will support leaders in new roles deliver on the business strategy.



### Ensure Integration

Ensure the desired culture is reinforced in action, tone and voice, from talent acquisition and onboarding, to goal-setting and throughout the customer and employee experience.

Prepared by The Porter Authority

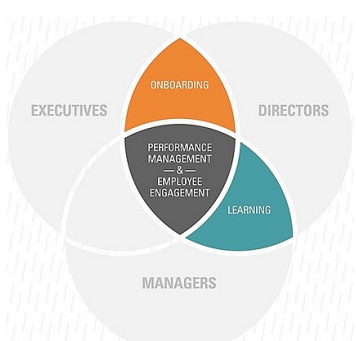
Contact [porter@porterauthority.com](mailto:porter@porterauthority.com) for help with:

- Qualitative Research
- Change Plans
- Needs Assessment
- Coaching & Team-Building
- Communication Plans
- Evidence-based HR
- Organizational effectiveness
- Integrated Brand & Voice

Contact **The Porter Authority** for research, analysis, change, communications and organizational effectiveness.

## VISUAL

Infographic of HR tech priorities by company type  
**See More**



## TOOL

A modern model to attract and retain employees  
**See More**

Meaningful work	Hands-on management	Positive work environment	Growth opportunity	Trust in leadership
Autonomy	Clear, transparent goals	Flexible work environment	Training and support on the job	Mission and purpose
Select to fit	Coaching	Humanistic workplace	Facilitated talent mobility	Continuous investment in people
Small, empowered teams	Invest in management development	Culture of recognition	Self-directed, dynamic learning	Transparency and honesty
Time for slack	Modern performance management	Inclusive, diverse work environment	High-impact learning culture	Inspiration

A focus on simplicity

Graphic: Deloitte University Press | DUPress.com

## VIDEO

Give up hierarchy for a high-performing team  
**See More**

